

## Best Apps to Get Started With

Shopify has 1000+ apps available to integrate with your store. Some are free and some are paid. As your store builds and gets more traffic and sales, you should check out some of the most popular paid apps. To begin with, you don't need to spend money on a ton of paid apps. There are some amazing free ones!

### **Best Currency Converter**

<https://apps.shopify.com/doubly-currency-converter>

Imagine that you want to sell in a country/countries that use a different currency to your own. You would want those users to see the prices in their own currency, right? The free version of this app allows the user to select their country in order to see prices in their own currency.

Optionally there is also a paid version. The paid version detects the visitor's location and automatically converts prices to their own currency.

Additionally, the paid version displays a message on the shopping cart informing the customer about the currency conversion.

*To fully understand how this can benefit you, and to see a demonstration, please watch the video of this lecture.*

### **Consistent Cart**

<https://apps.shopify.com/consistent-cart>

It's very common for shoppers to add items to the cart, but then leave the store without completing the checkout. Often they will come back – maybe the next day, the next week, or whatever. If their items are still in the cart when they return, they are much more likely to make the purchase. That's what this app does!

### **Oberlo**

<https://apps.shopify.com/oberlo>

Built for people who want to drop ship from Aliexpress. This is a free app that allows you to import products from Aliexpress to your store.

You can use filters to choose the products that you want to import. After importing, you can edit the titles, descriptions and pricing.

This is a time saving app and it gives you partial automation of the process, so certainly worth using if you plan to drop ship from Aliexpress.

There are various prices, but the free version will be good enough!

### **Quick Announcement Bar**

<https://apps.shopify.com/quick-announcement-bar-always-keep-your-customers-informed>

This free app allows you to display a pop up bar at the top of your website so that you can promote deals etc. In fact you can say anything you like on the bar and it's great for 'urgency'. For example, '20% off all Hip Hop Jewelry for today only!'

An alternative to this bar is the 'Free Shipping Bar', which displays a message to users based on your shipping settings (covered in a later lecture).

Note, you cannot display both bars at the same time, so you can use either the Quick Announcement Bar, OR, the Free Shipping Bar

### **Facebook Chat**

<https://apps.shopify.com/facebook-live-chat>

This is an app that displays a chat box on your store where you can chat with your visitors via Facebook messenger. How cool is that!

Online chat can really increase sales and around 75% of online shoppers are on Facebook, so you can capture most of your store visitors this way.

In my opinion this is one of the best apps in the app store, and it's free. Please watch the video to appreciate how valuable this app is 😊

### **Privy**

<https://apps.shopify.com/privy>

Another one of the best apps in the app store! It's all about building a list and making sales. With this app, you can create pop ups, such as 'exit intent', overlays, bars, and more.

Just use the FREE version because that's all you will need.

To use this app, you will need an autoresponder to collect email addresses and send can-spam compliant emails to your list. In any case, you cannot do business online without an autoresponder 😊

[Mailchimp](#) is very popular with ecom store owners and it's free for the first 2000 subscribers. Trust me when I say that once you get to 2000 subscribers, your store will be doing *very well* and you certainly won't mind paying \$10 a month!

### **Sweet Tooth Loyalty Points**

<https://apps.shopify.com/smile-io>

I'm sure you all know what loyalty points are – when you shop at a store, either online or offline, sometimes those stores have loyalty cards or loyalty programs whereby you gather points that you can then redeem against future purchases. Sometimes you can redeem those points for other things as well.

That's what this app is for. It allows to set up custom rewards based on customer behaviour. For example, get one point for every dollar spent. It also allows you to set how the points are redeemed. For example, 200 points = \$20 off a future purchase.

This is a free app and really easy to set up.

See the video for a demonstration of how I set this app up in the demo 'LittlePetz' store.